

# Web Accessibility in the Future

## : An Attempt to Combine Service Design Approach and Inclusive Design.



This study will focus on the process of using service design as an approach to web accessibility. We positioned "web accessibility" as an experience that is part of the products and services offered by companies, and attempted various measures to shift the emphasis toward user experience, not just as a technology, expression, or legal compliance.

### Introduction

As the Internet has become more pervasive and technology has evolved, web accessibility has become an unavoidable issue. As the need to respond to diverse users, environments, and situations increases, the potential problems associated with the traditional approach of prioritizing technical requirements and legal compliance have become more complex, and new methods and approaches are required. This study takes a step forward from traditional accessibility improvement methods and proposes a new way of promoting accessibility by combining a service design approach with inclusive design.



### Social Background

Japan has the "Act on the Elimination of All Forms of Discrimination against Persons with Disabilities" (abbreviated as Eliminating Discrimination against Disability Act). "Web Accessibility" has been drawing attention as a way to provide reasonable accommodation on websites since the Act was revised by the enforcement of April 2024. In addition, the environment surrounding young people, such as the digital native generation born in the 1990s and 2000s, is expected to see the emergence of "accessibility natives" (a term coined by this study) who will grow up in an environment where accessibility is taken for granted, such as the GIGA school concept and consideration of legal revisions for digital textbooks. The need for web accessibility is increasing in various situations.



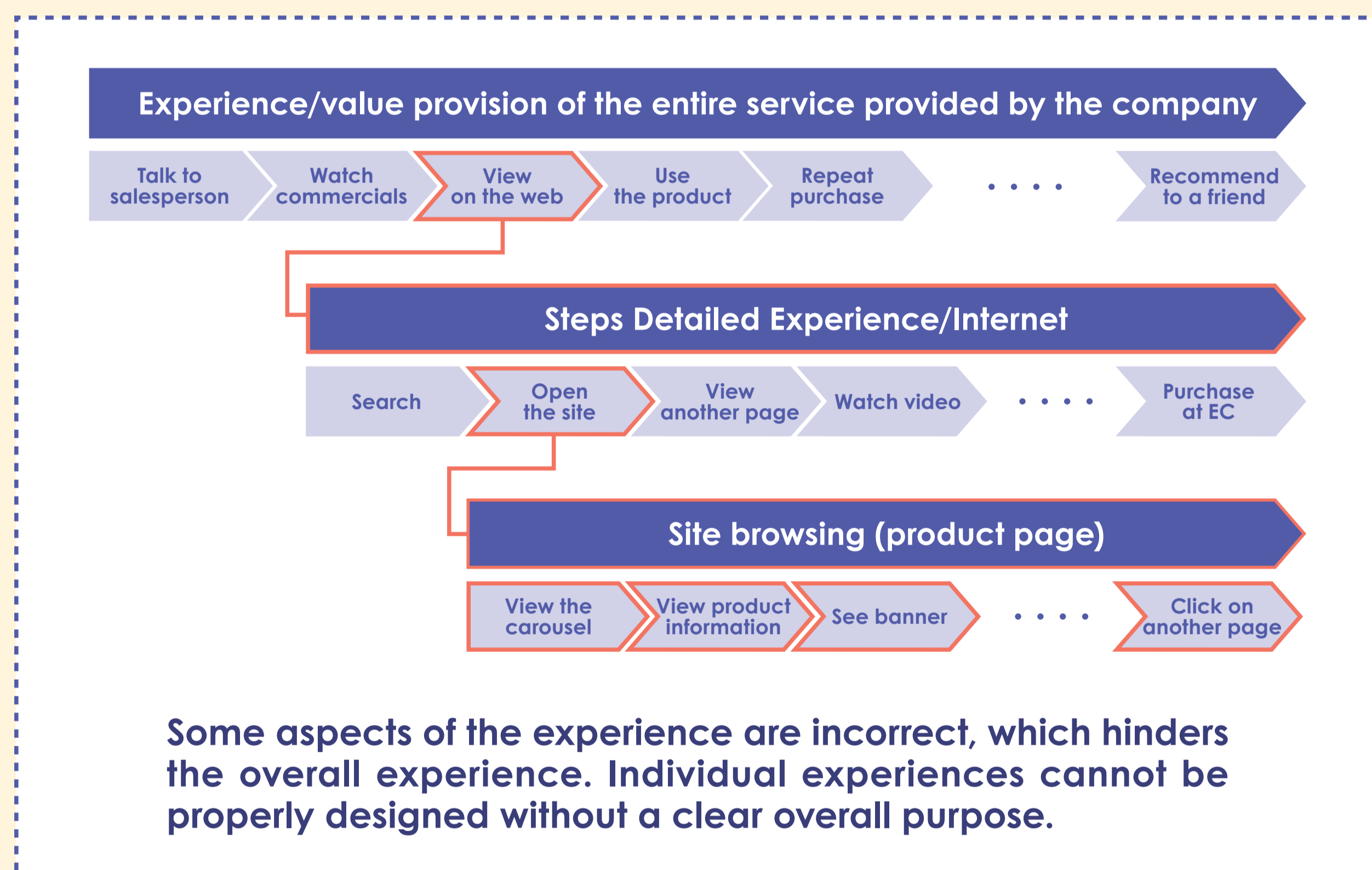
### Effectiveness of this study

## Web Accessibility → Service Design + Inclusive Design Approach

#### Service Design

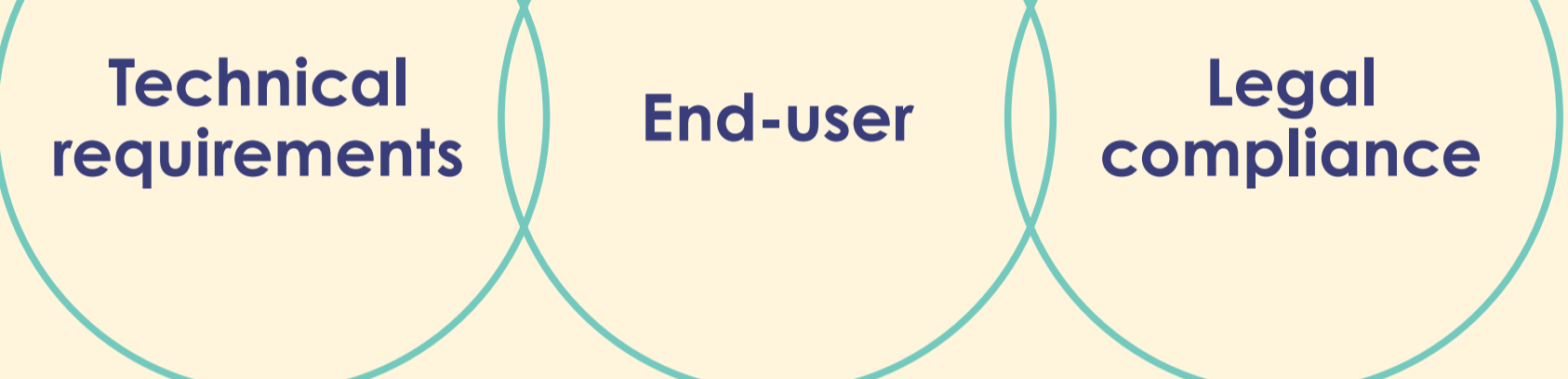
### Creating a mechanism for ongoing commitment

In this study, we evaluated web accessibility in the context of ESG (Environment, Social, and Governance) and positioned its efforts as part of an organization's ongoing strategy. Through this approach, we aim to ensure that accessibility practices play a core role in the sustainable growth of the organization.



[Figure 1] References : Marc Stickdorn, "Remote train-the-trainer course JOURNEY MAP" <https://www.journeymapoperations.com/>

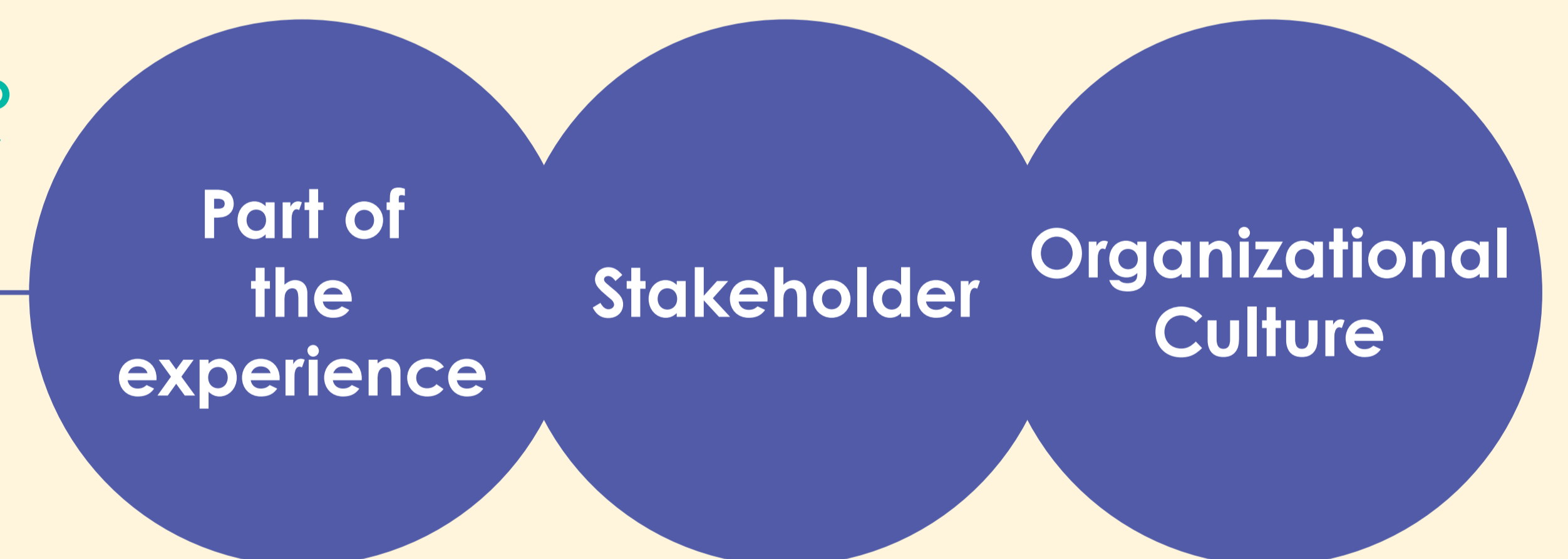
#### Traditional Web Accessibility



The conventional approach often involves improving expressions and technologies for end-users of websites. In Japan, this approach is particularly strong, with many companies using the Japanese Industrial Standards (JIS) (Note 1) as a standard for web content accessibility. In addition, companies that are expanding globally often work to comply with the legal requirements of each region, which makes the response itself complex and difficult, and the current situation is that few companies are still ensuring and improving web accessibility on an ongoing basis.

	target	value	approach
Web Accessibility support	User	A website can provide information to a variety of people, situations, and environments.	Ensure and improve web accessibility based on WCAG standards and diagnosis.
Service Design & Accessibility	stakeholder	A series of product and service experiences can be provided without being interrupted by inadequacies in accessibility.	Provide accessibility technology as part of a series of experiences offered by the company.

### A new approach to Web Accessibility



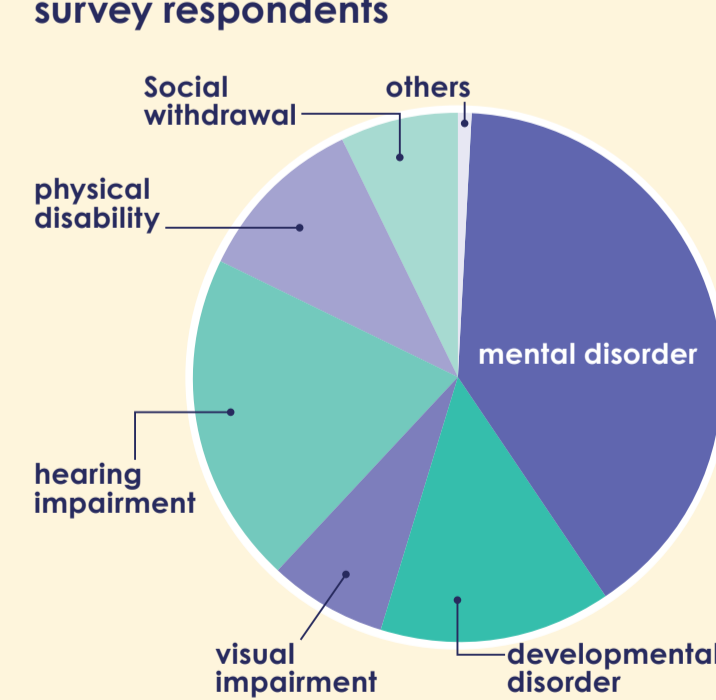
We strengthened our partnership with stakeholders and emphasized offering information to connect with the corporate vision in a context of ESG (Environment, Social, Governance). In order for users to perceive the value of a single corporate brand, it is important that the experience of the product or service be consistent, and this requires managing the multi-layered experience journey (Note 2) and ensuring consistency between each touchpoint with the users and the overall value. [Figure 1]

#### Inclusive Design

### Deepening Organizational Efforts

We developed an educational video as a measure to encourage throughout the company to perceive web accessibility as a personal matter. By using inclusive design methods in the development process, we were able to discover the value of diverse user experiences that would not be obtained simply by following the guidelines (WCAG 2.1) in the process, and fostered a mindset toward web accessibility.

Percentage of disabilities among survey respondents



Group interviews were conducted with five disability types based on a survey of 100 disabled persons. An educational video was produced based on the results. Through the production of a video based on interviews with a diverse group of users, we were able to communicate the importance of accessibility to the general public users and to producers. This showed that understanding the needs and behaviors of diverse users is the foundation for new business opportunities and ideas for products and services.

#### Sites that were difficult to navigate and points that made it difficult to obtain information

- "The text is too small and uses multiple colors, making it difficult to read and causing eye irritation."
- "I have a hard time finding the product information I want using a screen reader."
- "The product description page uses a lot of photos (with product copy), which distracts people's attention and makes it difficult to absorb the information."
- "The amount of information at the top is small, requiring a lot of scrolling"

Analysis of group interviews according to the survey results and the screen of educational video



Reference: Kao Corp. "People-Friendly Communication"



## Assignment

- 1.Ensuring sustainability in evolving technology and its implementation
- 2.Specific strategies and securing funds

As new approaches are introduced, evaluating users on regular basis and collecting feedbacks will be essential. However, incorporating and reflecting opinions from diverse stakeholders can be difficult to implement in an immediate action.

References  
 1.Kat Holmes et al.(2019).[Mismatch Toward "Inclusive" design that does not exclude invisible users.] Mismatch Mienai yu-za- wo hajioshinai inkuru-shibu na deza'in he'in (Japanese) BNN, Inc.  
 2.Nan Ilich et al.(2015).[Tools for Conviviality] Konviviarietei notameno dougu(In Japanese) Chikuma Shobo Ltd.  
 3.WAIC "Web Content Accessibility Guidelines (WCAG) 2.0" <https://waic.jp/translations/WCAG20/> (Last Viewed date:September 8th 2023)  
 4.WAIC "Web Content Accessibility Guidelines (WCAG) 2.1" <https://waic.jp/translations/WCAG21/> (Last Viewed date:September 8th 2023)  
 5.Marc Stickdorn, "Remote train-the-trainer course JOURNEY MAP" <https://www.journeymapoperations.com/>  
 6.Ryohei Yanagi et al.(2021).Integrating ESG into business strategy to create real long-term value(In Japanese) DIAMONDO, Inc.  
 Note 1 : Guidelines for older persons and persons with disabilities -- Information and communications equipment, software and services -- Part 3: Web content(JIS X 8341-3:2016)  
 Note 2 : Designed in-house with reference to the Journey Map Ops proposed by Marc Stickdorn.